

<i>SERFF Tracking Number:</i>	<i>UHLC-125700046</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United HealthCare Insurance Company</i>	<i>State Tracking Number:</i>	<i>39340</i>
<i>Company Tracking Number:</i>	<i>TV47 (6/08)</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Plans</i>	<i>Sub-TOI:</i>	<i>MS05G.001 Plan A</i>
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>DRTV Script/TV47 (6/08)</i>		

## Filing at a Glance

Company: United HealthCare Insurance Company

Product Name: Medicare Supplement      SERFF Tr Num: UHLC-125700046      State: ArkansasLH

TOI: MS05G Group Medicare Supplement - Standard Plans      SERFF Status: Closed      State Tr Num: 39340

Sub-TOI: MS05G.001 Plan A      Co Tr Num: TV47 (6/08)      State Status: Under Review

Filing Type: Advertisement      Co Status:      Reviewer(s): Stephanie Fowler

Author: Tammy Frederick      Disposition Date: 07/03/2008

Date Submitted: 06/18/2008      Disposition Status: Filed

Implementation Date Requested: On Approval      Implementation Date:

State Filing Description:

## General Information

Project Name: DRTV Script

Project Number: TV47 (6/08)

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/03/2008

State Status Changed: 06/24/2008

Corresponding Filing Tracking Number: TV47 (6/08)

Filing Description:

TOI = MS05G - Medicare Supplement

Sub-TOI = MS05.001 - MS05.014 Plan A thru Plan L

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Group Market Type: Association

Deemer Date:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

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<i>Company Tracking Number:</i>	<i>TV47 (6/08)</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
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This advertising commercial is an invitation to inquire. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached television script. We have enclosed the script for your information. Please note that the component number of each advertisement will appear in the bottom left hand corner of the first screen.

## LIST OF ENCLOSURES

### TELEVISION SCRIPT

"Cover Yourself"

TV47 (6/08) TELEVISION SCRIPT

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director

601 Office Center Dr.

Fort Washington, PA 19034

Susan\_J\_Cipollo@uhc.com

(267) 470-1519 [Phone]

(267) 470-1906[FAX]

### Filing Company Information

United HealthCare Insurance Company

450 Columbus Boulevard

PO Box 150450

Hartford, CT 06115-0450

(215) 653-8046 ext. [Phone]

CoCode: 79413

Group Code: 707

Group Name:

FEIN Number: 36-2739571

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State of Domicile: Connecticut

Company Type: Health

State ID Number:

## Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	Per component
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United HealthCare Insurance Company	\$25.00	06/18/2008	20962655

*SERFF Tracking Number:* UHLC-125700046 *State:* Arkansas  
*Filing Company:* United HealthCare Insurance Company *State Tracking Number:* 39340  
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*TOI:* MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
*Product Name:* Medicare Supplement  
*Project Name/Number:* DRTV Script/TV47 (6/08)

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed	Stephanie Fowler	07/03/2008	07/03/2008

*SERFF Tracking Number:* UHLC-125700046 *State:* Arkansas  
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## Disposition

Disposition Date: 07/03/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Form</b>	TV Script	Filed	No

SERFF Tracking Number: UHLC-125700046 State: Arkansas

Filing Company: United HealthCare Insurance Company State Tracking Number: 39340

Company Tracking Number: TV47 (6/08)

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans

Product Name: Medicare Supplement

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## Form Schedule

**Lead Form Number:** TV47 (6/08)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	TV47 (6/08)	Advertising	TV Script	Initial			Cover Yourself TV47_6-16-08.pdf

# A. Eicoff & Company

*A Division of Ogilvy & Mather*

*401 North Michigan Avenue • Chicago, IL 60611*

*Telephone (312) 527-7100*

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

CLIENT	United Health Group
PRODUCT	AARP Supplement Insurance
TITLE	Cover Yourself REV 3
CODE	
LENGTH	:60
DATE	6.10.08

Page 1

### VIDEO

### AUDIO

- |  |  |
|--|--|
| 1. Open spot with graphic supers:<br><br>‘MEDICARE It doesn’t cover everything’<br><br>SUPER:<br>Call For Free Guide<br>1-800-XXX-XXXX<br>(hold offer throughout)<br>TV47 (6/08) | Medicare...  |
| 2. ‘MEDICARE’ super drops down over the words ‘It doesn’t cover everything’  | It doesn’t cover everything.                       |
| 3. The word ‘EVERYTHING’ moves forward and slides past the camera until the type is gone.  | And what it doesn’t cover can cost you some money. |
| 4. Grey bar drops down revealing AARP / Health logo  | That’s why you should consider                     |



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Page 2

### VIDEO

### AUDIO

5. Logo grows larger.

Legal: AARP Health is a collection of health related products, services and insurance programs available to AARP members. Neither AARP nor its affiliate are the insurer. AARP contracts with insurers to make coverage available to AARP members. Insured by United HealthCare Insurance Company, Fort Washington, PA (United HealthCare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/ area.

6. Previous scene is covered by grey bar emerging from bottom of screen with

**SUPER:**  
**Save Thousands Of Dollars\***

Legal:

\*Juliette Cubanski, et al., "Medicare Chartbook", Third Edition, Summer 2005, <<http://www.kff.org/medicare/7284.cfm>>, (December 6, 2006), p. 32.

an AARP Medicare Supplement Insurance Plan insured by United

HealthCare Insurance Company.

It can help cover some of what Medicare doesn't so you could save thousands of dollars.

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Page 3

### VIDEO

### AUDIO

7. Previous scene moves left revealing brochure with

**SUPER:**  
Free Information Kit and Medicare Guide

Legal: This is a solicitation of insurance. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.

8. Cut to AARP Health card. Card moves towards camera and to the right until almost off screen.

**SUPER:**  
TTY/TDD 1-800-XXX-XXXX

9. Card moves off screen revealing new scene from left side of frame.

Legal: Paid endorsement.

10. Pan over stethoscope.

**SUPER:**  
You Choose Your Doctor

Call now for this free information kit and Medicare guide.

If you're turning 65 or you're already on Medicare

you should know about this card- it's the only one of its kind that

carries the AARP name; see if it's right for you.

You choose your doctor...

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Page 4

VIDEO	AUDIO
11. Camera pans to right.  SUPER: You Choose Your Doctor You Choose Your Hospital	You choose your hospital...
12. SUPER: No Networks No Referrals Needed	There are no networks  and no referrals needed.
13. 'Save thousands of dollars' fills frame and slides past camera.	Help protect yourself from some of what Medicare doesn't cover-
14. Type reads 'Save Thousands Of Dollars'.	Save thousands of dollars on potential out of pocket expenses with
15. Grey bar drops down revealing AARP/Health logo.	an AARP Medicare Supplement Insurance Plan insured by United  HealthCare Insurance Company.
16. Logo flips revealing brochure.  SUPER: Free Information Kit and Medicare Guide  Legal: AARP does not make health recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan. TV47 (6/08)	Call now for your free information kit and Medicare guide and  find out how you could start saving.

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**VIDEO**

**AUDIO**

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## **Rate Information**

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